

RA6

EXHIBIT A

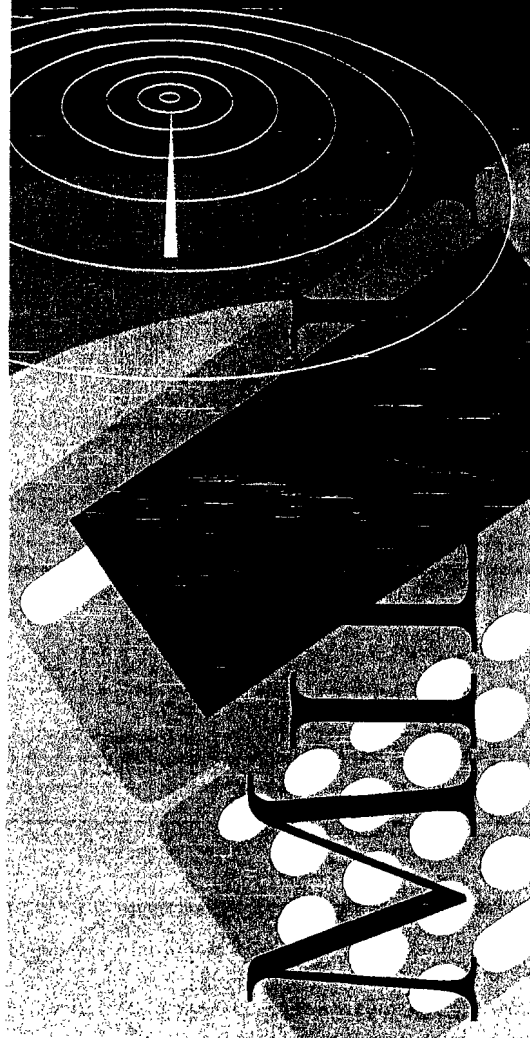
Live

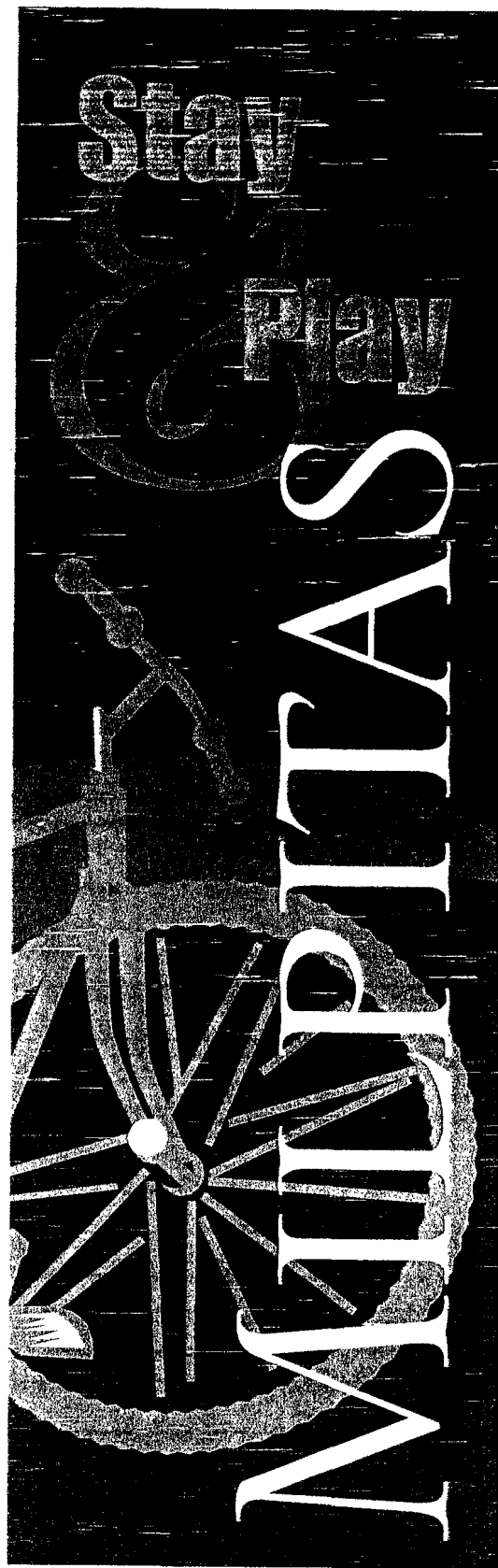
Work



Meet

Greet





**Stop
&
Shop**



EXHIBIT B

City of Milpitas Streetlamp Banner Schedule 2007

		Calaveras 680 - 880	Calaveras - Milpitas Blvd to Park Victoria	Main Street	Gateways				Banner	Date Up	Date Down
	Number of Poles	54	42	61	110	Total Poles	Hours				
		54		61		115	38	Milpitas Theme		January 2, 2007	March 19, 2007
			42			42	19	Arbor Day		March 19, 2007	May 21, 2007
		54		61		115	38	4th of July (Great American City)		May 21, 2007	July 31, 2007
		54		61		115	38	Milpitas Theme		July 31, 2007	September 24, 2007
			42			42	19	ARTitude		September 24, 2007	November 2, 2007
			42	61		103	38	Holiday		November 2, 2007	January 2, 2008
					110	110	110	Milpitas Theme - Gateways		July 1, 2006	June 30, 2007
						642	300				

[illegible][illegible]

EXHIBIT C

City of Milpitas Street Banner Policy

The purpose of the Banner Policy is to achieve a consistent aesthetic appeal for all banners displayed throughout Milpitas in the public right of way. Streetlamp banners shall display community pride and economic vitality using images to appropriately identify the City of Milpitas.

The proposed City of Milpitas Street Banner policy addresses “Vertical Format Streetlamp Banners” (VFSB or “banners”) installed on designated street light poles along designated streets in Milpitas (see Attachment A).

Guidelines

Current Inventory and Scheduling

The City currently owns Arbor Day, Holiday, Patriotic and 50th Anniversary banners. The Public Works Department installs the Arbor Day, Holiday and Patriotic banners annually according to an established schedule (see Attachment A), for efficiency and according to event and program timelines. The City also installs the Milpitas Alliance for the Arts banners during the month of October as part of the current schedule. The 50th Anniversary banners were only used during the anniversary year and celebration.

Eligible Programs

VFSB shall be for City sponsored events or programs. VFSB themes shall comply with applicable City Codes and policies and not contain inappropriate graphics or wording.

Exceptions shall be approved by City Council. To seek exception, applicant must submit a written request to the City Clerk’s Office at least 90 days prior to the proposed display date. Requests shall be reviewed by City staff and considered by the City Council at a regularly scheduled meeting. The requestor shall incur all expenses associated with VFSB design, production, hardware and installation. Requestor shall agree that City shall not be liable for any damage to VFSBs. Approved requestors not using City crews for installation will submit a performance bond (or deposit) to cover the cost of any damage to the light pole and banner hardware incurred during installation or removal.

Banner Specifications

Design & Quality

Banners shall be made of durable and lasting material such as nylon, acrylic marine fabrics, or acrylic coated woven polyester. It is recommended that banners used over a long duration in one area, or that would rotate throughout the City or be displayed over a period of years, be produced with 9.25-ounce acrylic marine canvas or its equivalent. This quality of fabric retains color and strength regardless of exposure to wind, sunlight or rain.

Banners may be designed in a variety of styles, but it is recommended to keep the design simple and the statement brief. City staff shall review all proposed banners during the application process. VFSB designs should be consulted with a professional designer or banner company. Screen inks must be permanently (thermally) bonded to the fabric in order to avoid ink surface fading due to weather exposure.

Banners shall be printed on both sides so that the design is visible from both directions. Grommets and sleeves shall be part of VFSB designs to ensure safe installation and maintenance.

Size

VFSB's shall be 30"x94" to fit existing installed banner hardware. Banners are installed top to bottom using horizontal bracket arms.

Installation

Banner installation requests and requests for exceptions shall be submitted to the Public Works Department three months prior to requested installation date to obtain necessary Encroachment Permits from CalTrans and to schedule staff accordingly.